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**TO: John W. Van Bramer, Art Unit 3622 - United States Patent and Trademark Office**

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Application No.: 09/874,853

Inventor(s): Larry James Hughes

Filed: June 5, 2001

Docket No.: 8552

Confirmation No.: 5078

**FACSIMILE TRANSMITTAL SHEET AND**  
**CERTIFICATE OF TRANSMISSION UNDER 37 C.F.R. §1.8**

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Diane Robinson (Signature)

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- 1) Amendment After Non-Final Office Action Under 37 CFR 1.111 (5 Pages)

Number of Pages Including this Page: 6

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No. : 09/874,853  
Inventor(s) : Larry James Hughes  
Filed : June 5, 2001  
Art Unit : 3622  
Examiner : John W. Van Bramer  
Docket No. : 8552  
Confirmation No. : 5078  
Customer No. : 27752  
Title : In-Channel Marketing and Product Testing System

**AMENDMENT AFTER NON-FINAL OFFICE ACTION UNDER 37 CFR §1.111**

Mail Stop Amendment  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

**INTRODUCTORY REMARKS**

In response to the Office Action of July 17, 2007, please amend the above-identified application as follows and consider the following remarks and reconsider the application. Please amend the above-identified application as follows:

*Amendments to the Claims begin on page 2 of this paper.*

*Remarks begin on page 5 of this paper.*